ORDER

WVBT

Orders	**Order / Rev:**	**203278**		
	Alt Order #:	06849249		
	Product Desc:	9/5-9/14 American Crossroads		
	Estimate:	943		
	Flight Dates:	09/05/12 - 09/14/12	Primary AE:	Petry Philadelphia
	Original Date / Rev:	09/04/12 / 09/04/12	Sales Office:	P-PHI
	Order Type:	REG	Sales Region:	Nat
Agency	**Name:**	**Crossroads Media LLC**		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		66 Canal Center Plaza	Billing Cycle:	EOM/EOC
		Alexandria, VA 22314	Agency Commission:	15%
Advertiser	**Name:**	**POL/American Crossroads**		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PL2	Order Separation:	00:15:00
	Priority:	P1	Advertiser External ID:	IN16688/TO1709
	Revenue Codes:	AGY, POL, POL-ISS	Agency External ID:	IN7573/AU3290/TO1672/AL2022/SP791

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/12/12	2	$5,500.00	$4,675.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	2	$5,500.00	$4,675.00	0.00
Totals	2	$5,500.00	$4,675.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
WVBT	35%	$5,500.00
Market	100%	$15,714.29

Competitive Share	Share	Total
CABLE	0%	$0.00
NFLWS	0%	$0.00
UNKWN	0%	$0.00
WAVY	18%	$2,828.57
WGNT	0%	$0.00
WHRO	0%	$0.00
WPEN	0%	$0.00
WPXV	0%	$0.00
WTKR	47%	$7,385.71
WTVZ	0%	$0.00
WVEC	0%	$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WVBT	09/12/12	09/12/12	Wed Prime Other 1 Wed 8-10p	CM	8-10p	--W----	:30	1	$2,500.00	P1	0.00 NM	1	$2,500.00
THE X FACTOR (SEASON PREMIER 9/12/														
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
	Week:	09/10/12	09/16/12	--W----	1	$2,500.00	0.00							
E 2	WVBT	09/09/12	09/09/12	Fox NFL Post Game Fox NFL Post Game	CM	Fox NFL Post Gam	------S	:30	1	$3,000.00	P1	0.00 NM	1	$3,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
THE O.T. (9/9-9/16 & 9/30)														
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week:	09/03/12	09/09/12	- - - - - - S	1	$3,000.00	0.00								
												Totals	2	$5,500.00